

Specialties: Prototyping, development, and visual design

4+ years of professional experience- designed 7 iOS apps, 3 Android apps, 4 websites, and 1 proprietary software

EXPERIENCE

Senior Experience Designer | Moment, NY 2014 - Present

- Built HTML prototype that demonstrates complex interactions to get stakeholder buy-in and communicate design decisions, enhancing a sophisticated trading software used by 300k users.
- Contributing in creating stage crafts to facilitate storytelling and simplify complex ideas.
- Mentoring designers on prototyping skills (Edge Animate) and gave learning sessions on wearable devices.

Experience Designer | Moment, NY 2012 - 2014

- Worked with clients in Finance, Media, Insurance, and Sport, from startups to leading companies such as Bloomberg and Morgan Stanley. Responsibilities included product strategy, service design, interaction design, user research, and user testing.
- Envisioned the next generation of banking on iPad and helped client get approval from higher management.
- Defined product strategy, redesigned the public website and CMS for a startup in 6 weeks.

Co-founder, Chief Design Officer | PermaGO, NY 2012 - Present

- Designed brand identity and our iOS, Android, iPad app, and 2 websites. Increased conversion rate by 50%.
- Managing developers overseas to build out our platforms.
- Prototyping interactions for future versions of the platform to serve as UI spec.

Design Lead | MHCI Capstone Project with Portugal Telecom, Portugal 2011

- Conducted 21 contextual inquiries and diary studies with enterprise users to elicit insights.
- Iterated design in 3 rounds and tested with 15 users using paper & keynote prototype and functional iPad app.
- Established visual framework for the app and designed related project deliverables.

User Experience Design Intern – Project Lead | HTC MAGIC Labs, Taiwan Summer 2011

- Envisioned product concepts for mobile use cases in Cars, Health, Finance, and Music; led a team of 3 developers to conduct contextual inquiries and build functional prototypes on tablets and web.
- Mentored software development interns and other project leads on user-centered design methodology.

EDUCATION

Carnegie Mellon University – Masters of Human-Computer Interaction 2011

National Chaio Tung University – BS in Electrical Engineering 2008

SKILLS

Programming - iOS (Objective-C), Android, Java, C / C++, HTML, CSS, jQuery, PHP / MYSQL

Prototyping - Adobe Edge Animate, Framer.js, After Effect, Flash AS3, Flinto Desktop, Keynote

Design - Sketch, Illustrator, InDesign, Photoshop, OmniGraffle